



**OFFICE OF THE GOVERNOR  
NEVADA STATE OFFICE OF ENERGY**

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**THE NEVADA STATE OFFICE OF ENERGY LAUNCHES STATEWIDE  
HOME ENERGY FITNESS CAMPAIGN**

*Homeowners Will Receive Rebate of up to \$1,000 and Save on Monthly Utility Bills*

LAS VEGAS – The Nevada State Office of Energy (NSOE), through a \$5 million grant provided by the U.S. Department of Energy's BetterBuildings program, is jump-starting its energy efficiency upgrade initiative with a rebate program designed to assist homeowners with energy efficiency upgrades. The initiative aims to increase energy efficiency by a minimum of 20 percent in at least five percent of all single family Nevada residences by 2021 through a program called the Nevada Home Energy Fitness Campaign.

"We are honored that Nevada was selected by the U.S. Department of Energy to be a part of the BetterBuildings program, created in part through the Vice President's Middle Class Task Force," said Stacey Crowley, Director of the Nevada State Office of Energy.

"Increasing energy efficiency is good for Nevada's economy, as it will sustain and create jobs, and it's good for Nevadans, as it will help save both money and resources."

HomeFree Nevada works to establish and implement standards and quality assurance for auditors and contractors to create comfortable, energy efficient, healthy, safe and valuable residential environments and reduce our communities' carbon footprint and resource consumption. Participants in the Nevada Home Energy Fitness Campaign will be assisted by HomeFree Nevada in contacting an energy assessment professional to perform an energy assessment as well as contacting a certified contractor to make the recommended upgrades. Once upgrades have been made, participants will receive a second assessment to ensure the 20 percent energy efficiency upgrades have been achieved, as well as a quality assurance evaluation by a third party, and then will receive a 20 percent rebate of up to \$1,000 on their initial investment.

HomeFree Nevada hopes to successfully target 50,000 homes throughout the state through the Nevada Home Energy Fitness Campaign by 2021. More than 250 homes are targeted for this year, 500 for next year, and 1,000 for 2013. Starting in 2014, the target market will increase a minimum of 25 percent per year. HomeFree Nevada currently works with 21 contractors that are certified to provide energy efficiency upgrades.

To accomplish this goal, HomeFree Nevada is focusing on enrolling 1,750 homes in the Nevada Home Energy Fitness Campaign in the next two years with the rebate program. Once the rebate program has ended, HomeFree Nevada will continue the program by educating Nevadans on the environmental and economic benefits of home energy efficiency. Additionally, financing programs are currently being created specifically for this initiative, which will ensure that the homeowners' savings due to increased energy efficiency are greater than the cost of the energy efficiency upgrades. This financing will be in place by the time the rebate program ends. The ultimate goal is to target 40,000 homes in southern Nevada and 10,000 homes in northern Nevada in the next 10 years.

Additionally, the program is expected to potentially create or preserve more than 2,400 jobs and contribute an economic impact of \$220 million. The project also will potentially generate more than two million MMBtu in annual energy savings by 2021. Homeowners who have already completed the program have seen an average of 24 percent savings in energy efficiency, equaling a total energy savings of approximately \$708 per year.

"Buildings consume 40 percent of our energy and 72 percent of our electricity, yet just a few simple changes can greatly increase a home's energy efficiency," said Jessica Bretzlaff, Executive Director of HomeFree Nevada. "It absolutely makes sense for homeowners to make the initial investment in increasing their home's energy efficiency, because they will save money on monthly bills year after year."

According to the Department of Energy, existing techniques and technologies in energy efficiency and upgrades, such as air-tight ducts, increased insulation with caulking in attic drywall openings, efficient and properly installed heating and cooling systems and energy control systems can reduce energy use by up to 40 percent. Participants are not asked to "go without," as part of the program. Instead, they will receive assistance in making the most of their energy expenditure and lowering energy costs. For example, participants are asked to take small actions, such as obtaining an air conditioning tune-up and changing their air filters regularly rather than turning their thermostat up a couple of degrees, in order to increase energy efficiency. The Nevada Home Energy Fitness Campaign offers whole-house solutions to increasing the whole-home energy performance and comfort of existing homes while improving the environment.

The 20 percent threshold for energy efficiency is simply the minimum upgrade – many homeowners who participate in the program achieve a much higher percentage of energy efficiency improvement, which translates to an even larger savings on utility bills. Some participants have been able to cut their energy bills by as much as 40 percent. Additionally, simple measures can have a huge impact on energy efficiency and savings. Replacing the light bulbs throughout a home with compact fluorescent bulbs, weatherizing doors, windows and other openings to a home with updated sealing, and getting an air conditioning tune-up are all simple yet effective ways to upgrade energy efficiency.

Participating homeowners will also receive guidance on simple behavioral changes that will positively impact their home's energy efficiency without creating inconvenience.

Nevada received the highest award of any state or territory from the U.S. Department of Energy's \$28.5 million competitive grant for state energy efficiency projects. Participants in the Initiative with the NSOE include Clark and Washoe Counties, the cities of Reno and Las Vegas, as well as HomeFree Nevada, Nevada State Bank, the Nevada System of Higher Education, NV Energy, and Southwest Gas, representing a diversity of project expertise and leadership at the local, state and national level.

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